



اَوْتُوْ رَسِيْقِيْ تِيْكَوْ لُوْ كِيْنْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

A STUDY ON CUSTOMERS' SATISFACTION TOWARDS TABUNG HAJI BY USING SERVICE QUALITY DIMENSION

PREPARED BY:

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SEGAMAT, JOHOR.

JUNE 2015

DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA, JOHOR.

“DECLARATION OF ORIGINAL WORK”

1. ZAHRUL HISYAM BIN JEFFRY

(920101-10-5541)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

21st June 2015

Dr. Faridah Najuna Binti Misman.
Lecturer of Finance,
Faculty of Business Management,
Universiti Teknologi Mara,
85000 Segamat, Johor Darul Ta'zim.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached in the project paper titled **“A STUDY ON CUSTOMERS SATISFACTION TOWARDS TABUNG HAJI BY USING SERVICE QUALITY DIMENSION”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Yours sincerely,

.....

Zahrul Hisyam Bin Jeffry
Bachelor of Business Administration
(Hons) Islamic Banking

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Thank You.

ABSTRACT

This study is emphasis on the importance of service quality that has been offered by an organization. Service quality is an important element that will affect the customer satisfaction. The purpose of this paper is to test identify which are service quality dimension that influences the customer satisfaction towards Tabung Haji. A structured questionnaire was used to elicit response from consumers using a convenience sampling technique. A total of 100 responses were received. Needless to say, this study extends customer satisfaction towards Tabung Haji by using service quality dimension. Tangibility and empathy were found to be positively related to customer satisfaction, with empathy being the more influential. The study contains a limited number of measures in the model. Nevertheless, it provides new information on the emerging issue of service quality. Moreover, the result will be primarily beneficial to institution that offering service in Malaysia by offering an insight into the customer satisfaction towards Tabung Haji by using service quality dimension.